

SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY

SUBJECT: Ambulance Design for Sumter Based Rural Metro Ambulances (Board's Option)

REQUESTED ACTION: Board Direction of Ambulance Marking Scheme

☐ Work Session (Report Only) **DATE OF MEETING:** 6/14/2011
☒ Regular Meeting ☐ Special Meeting

CONTRACT: ☐ N/A

Effective Date: 10/1/2011

Managing Division / Dept:

Vendor/Entity: Rural Metro

Termination Date: _____

Fire and EMS

BUDGET IMPACT: N/A

☐ Annual

☐ Capital

☒ N/A

FUNDING SOURCE: _____

EXPENDITURE ACCOUNT: _____

HISTORY/FACTS/ISSUES:

Sumter County has approved a contract for ambulance transport service with Rural Metro of Florida. The proposal from Rural Metro allowed for the "branding" of the Sumter based Rural Metro ambulances to be at the county's discretion. Rural Metro has requested the County provide direction as to the branding of those resources. In this context, "branding" refers to the external marking, color scheme, striping, wording, etc. of the ambulances.

Rural Metro has provided the attached photos of current ambulance designs within their fleet, for Board consideration in deciding the branding for the Sumter based ambulance fleet.

Staff requests direction to provide Rural Metro regarding the ambulance "branding", by recommending one of the attached paint options, and lettering options.

Paint Option 1



Paint Option 2



Paint Option 3



Lettering Option 1

SUMTER COUNTY EMS

(With or without the County Seal)

Operated by Rural Metro (similar as in paint option 2)

Lettering Option 2

Rural Metro Ambulance

(Using their stock design/logos, as in paint option 1 or 3)

Lettering Option 3

Rural Metro Ambulance

Serving Sumter County